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Registration Now Open for the 2027 Little Rock Marathon Race Weekend Expo

(Little Rock, Ark. – June 17, 2026) — Exhibitor registration is open for the 2027 Little Rock Marathon Race Weekend Expo, March 5-6, 2027, at the Statehouse Convention Center in downtown Little Rock.

Marathon officials said they expect exhibitor space to reach capacity again in 2027, following a sold-out Expo in 2026. Businesses are encouraged to reserve their space early to secure participation in one of the region's largest health and fitness events.

The 2026 Expo welcomed more than 25,000 attendees, including more than 10,000 registered race participants. The event featured 52 exhibitors and generated significant engagement, with attendees spending an average of \$145 during their Expo experience.

Open to the public at no cost, the Expo showcases the latest products, services, and innovations in running, fitness, wellness, nutrition, and active lifestyles. Companies interested in exhibiting are encouraged to register early to guarantee participation.

The Little Rock Marathon Race Weekend Expo continues to provide an exceptional opportunity for health, fitness, wellness, nutrition, apparel, and lifestyle brands to connect with a highly engaged audience. All race participants are required to attend the Expo to pick up their race packets, ensuring strong foot traffic and valuable brand exposure throughout the two-day event.

"Following a sold-out 2026 Expo, we're excited to open registration for 2027 earlier than ever," said LRM Executive Director Geneva Lamm. "We had a waiting list last year and wanted to give companies more time to secure their space. The Expo is a powerful platform for brands to activate, create memorable experiences, and build meaningful connections with more than 30,000 attendees as they kick off an unforgettable weekend."

For exhibitor information and registration details, visit the Little Rock Marathon website,

<https://littlerockmarathon.com/expo/>

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About Little Rock Marathon

The mission of the Little Rock Marathon is to provide a premier event open to athletes of all abilities, while promoting a healthy lifestyle through running and walking and raising money for Little Rock Parks & Recreation. Since inception in 2003, more than \$1.5 million has been donated to Little Rock Parks & Recreation. Little Rock Marathon Race Weekend is held the first weekend in March each year and includes a marathon, half marathon, 10K, 5K, race for all abilities, a children's mile and a free two-day health and fitness expo. With an estimated \$8.4 million in local spending annually, more than 371,000 individuals have participated in a Little Rock Marathon race, event, or free training program. This has